

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) An apparatus for calculating an audience rating using an interactive television, the apparatus comprising:

~~a content provider equipped with an audience rating analyzer for transferring all kinds of contents including broadcasting programs, for analyzing a user record information transmitted from a receiver, and for calculating audience rating per section of a designated content; and~~

~~an interactive television equipped with a controller for providing all kinds of contents provided by the content provider to a user and for controlling interactive data transfer and audience rating calculation, and a user history recorder for saving information on the user's action on a corresponding content under the control of the controller and information on the corresponding content in the form of user record information;~~

~~wherein all the user record information saved in the user history recorder is transferred to the content provider every designated cycle, and~~

~~wherein the audience rating analyzer in the content provider is equipped with analytical tables for saving section information of a designated content per user, and in order to calculate the audience rating on every section of the content, the audience rating analyzer detects~~

~~a section of the content where an action by the user is made when the user record information is transferred from the interactive television, and increases a frequency of the section among others in the analytical table, wherein the user history recorder includes a consumption behavior recorder for recording a consumption behavior of each section according to the user's action on each section while using a content~~

a receiver for receiving contents;

a controller for providing contents to a user and for controlling interactive data transfer;

a user history recorder for saving information on a user's action on a corresponding content under control of the controller, the user history recorder including a consumption type recorder for segmenting a user's consumption type on content and for saving the segmented behavior, and a consumption behavior recorder for recording a user's consumption behavior on each section according to the user's action made on different sections while using content; and

a data transmitter for transmitting at least one of the consumption type and the consumption behavior information recorded in the user history recorder every cycle or upon a requesting,

wherein the consumption type recorder comprises:

a recording record area for recording relevant information and frequency thereof regarding when the user records the content, and

a back-up saving record area for recording relevant information and frequency thereof regarding when the content is saved in an external storage besides a receiver, and wherein the consumption behavior recorder comprises:

a normal finish record area for recording information regarding whether the user has viewed the entire content to an end at a normal speed,

a stopped record area for recording section information regarding a stopped action made by the user during a middle of the content, the section information regarding the stopped action including a stop point indicator relative to the content,

a skimmed record area for recording section information regarding a skimmed action made on the content, and

a skipped record area for recording section information regarding a skipped action made on the content, wherein the stopped action, the skimmed action and the skipped action are each different actions; and

wherein the information from the normal finish record area, the section information from the stopped record area, the section information from the skimmed record area and the section information from the skipped record area are transferred to the content provider by the data transmitter.

2. (Canceled)

3. (Original) The apparatus of claim 1, wherein the user history recorder is a portable recorder like a smart card.

4. (Currently Amended) The apparatus of claim 1, wherein the user history recorder is installed in the interactive television receiver.

5. (Canceled)

6. (Currently Amended) The apparatus of claim [[5]]1, wherein the consumption type recorder further comprises:

a simple view record area for recording relevant information and frequency thereof regarding when a user views the content;

~~a recording record area for recording relevant information and frequency thereof regarding when the user records the content;~~

~~a back-up saving record area for recording relevant information and frequency thereof regarding when the content is saved in an external storage besides a receiver; and~~

at least one transfer record area for recording relevant information and frequency regarding when the content is transferred externally through a network.

7. (Original) The apparatus of claim 6, further comprising a storage record area for storing a content identifier to identify a relevant content.

8. (Currently Amended) The apparatus of claim ~~[[5]]~~1, wherein the consumption behavior recorder further comprises:

a replay record area for recording section information regarding when a rewind action is made on the content; and

a slowed record area for recording section information regarding when a slowed action is made on the content, wherein the stopped action, the skimmed action, the skipped action, the rewind action and the slowed action are each different actions.

9. (Previously Presented) The apparatus of claim 8, wherein when the user views again the designated content the user stopped viewing before, all previous stopped record information is deleted, and a latest stopped point information is again recorded in the stopped record area.

10. (Currently Amended) The apparatus of claim 1, wherein when the user replays ~~[[the]]~~a designated content at an ending part of the designated content, the action is recorded in the normal finish record area.

11. (Currently Amended) The apparatus of claim 8, wherein the information recorded in the skimmed record area and the skipped record area is designated as record information with low attractiveness to a section of [[the]]a designated content, while the information recorded in the replay record area and the slowed record area is designated as record information with high attractiveness to a section of the designated content.

12. (Original) The apparatus of claim 8, further comprising a storage record area for storing a content identifier to identify a relevant content.

13. (Currently Amended) The apparatus of claim 1, wherein user record information recorded in the user history recorder is transferred to [[the]]a content provider if the content provider request the user record information.

14-21. (Canceled)

22. (Previously Presented) The apparatus of claim 1, wherein the section information of the skimmed record area includes information identifying a start and an end of the section.

23. (Previously Presented) The apparatus of claim 1, wherein the section information of the skimmed record area includes information identifying a start and a length of the section.

24. (Previously Presented) The apparatus of claim 1, wherein the section information of the skipped record area includes information identifying a start and one of an end of the section or a length of the section.